

Creating Content for Parishes, Schools and Catholic Organizations

(A month's worth of ideas brainstormed by Cindee Case, Diocesan Social Media Minister)

1. Share quotes and information about your parish/school's namesake
2. Scripture of the day from the Readings of the Day
3. Photos of your stained glass windows, statues, etc., when possible add information about the item and its connection to your parish, school or organization
4. Post a prayer
5. Weekly or monthly "Ask Father" posts (or ask Sister, Ask the Seminarian, Ask the DRE, etc.) – video or text responses to questions you collect
6. Ask a question related to the liturgical season, holiday, prayer styles, songs, etc.
7. Photos or videos of "Behind the Scenes" of setting up for large events, changing Church decorations, etc.
8. Promote your website, enewsletter, and other social media platforms
9. Post parishioners, students (with parental permission) or clients short videos responding to a faith related question
10. Share historical photos and facts about your parish, school or organization
11. Share posts from the Vatican, USCCB and Diocese of Youngstown
12. Pick a theme day to use each week (i.e. Motivational Monday, Testament Tuesday, Witness Wednesday, etc.)
13. Post about charities your support
14. Ask followers to "check in" on their social media at your parish, school or organization
15. With approval of the couple or family, post about weddings, Baptisms and other Sacraments being celebrated at your parish
16. With the approval of the family, link to obituaries of those at your parish school or organization with a request for prayer
17. Promote upcoming events, consider having a video of someone inviting participation
18. Post quotes from saints
19. Share images of Sacred Art (found on public domain photo sources)
20. Highlight different staff members, parish council/school board/agency board members and groups/clubs with their mission, audience and activities
21. Ask your DRE/Director of Faith Formation to help you create posts reminding parishioners of things being taught to those in Sacramental Formation (i.e. names for items in the Church, names of the vestments worn by clergy, etc.)
22. Share information about spiritual places that individuals/couples/families may wish to visit such as shrines, outdoor prayer spaces, Catholic cemeteries, grottos, etc.
23. Ask for prayer requests
24. Ask parish groups to submit photos and information about projects and events they have held (with parental permission for youth ministry and children's groups)
25. Share video links to prayer experiences (i.e. Rosary, daily Mass, Stations of the Cross)
26. Play "This or That" (you provide two options and ask followers to pick one)
27. Ask followers to post using a hashtag of your creation (#ParishNameCity) then occasionally share their content
28. Saint of the Day
29. Share tips on living your faith at home
30. Highlight spiritual books
31. Post about next Sunday's readings

